

## **ABSTRACT**

To provide an information notification apparatus which includes: a rule management unit (103) which holds (a) an information notification rule generated based on the information (TPO information) concerning the preference of a specific user (mother), the rule defining that predetermined information ("Buy milk.") should be notified to the user (mother) in the case where the user (mother) satisfies predetermined conditions ("Milk is on sale nearby." and "I have 500 yen or more.") and (b) an information notification rule which is generated based on the information concerning the preference of another user (father); and a rule execution unit (107) which notifies the user (mother) of the information ("Buy local sake.") to be notified to another user (father) in the case where the conditions ("Local sake, which is rice wine, is on sale nearby." and "It costs 2000 yen or less.") which are defined by the information notification rule concerning another user (father) is satisfied by the user (mother).